

### **ABSTRACT**

A tire label with an integral barrier layer. The barrier layer is formed of polyester film and is 3 to 15 microns thick. The barrier layer may be for example PET. The label may be formed on printable plastic film stock preferably coated with a thickness of  
5 between 0.001 to 0.004 inches of a pressure sensitive rubber based adhesive. The adhesive may be applied in a pattern on the film stock leaving a pull-tab to allow easy removal of the label. When adhered to a tire sidewall the label is oriented with the pull-tab in the tread direction so that the tire mounting and testing procedures do not snare it. Machine-readable data can be printed on the label in a machine-readable 2D data  
10 matrix symbology alongside a human readable ascii serial number. The label can also have an integral RFID tag.